

EBAY INC  
Form 4  
September 24, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
WHITMAN MARGARET C

(Last) (First) (Middle)

C/O EBAY INC., 2145 HAMILTON AVE

(Street)

SAN JOSE, CA 95125

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
EBAY INC [EBAY]

3. Date of Earliest Transaction (Month/Day/Year)  
09/20/2007

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

President, CEO & Director

6. Individual or Joint/Group Filing (Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership: Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount or Price                                                                               |                                                          |                                                                  |
| Common Stock                    | 09/20/2007                           |                                                    | M                              |                                                                   | 320,000 A \$ 10.0157                                                                          | 4,280,000                                                | D                                                                |
| Common Stock                    | 09/20/2007                           |                                                    | S                              |                                                                   | 320,000 (1) D \$ 38.615                                                                       | 3,960,000                                                | D                                                                |
| Common Stock                    | 09/21/2007                           |                                                    | M                              |                                                                   | 120,000 A \$ 10.0157                                                                          | 4,080,000                                                | D                                                                |
| Common Stock                    | 09/21/2007                           |                                                    | S                              |                                                                   | 120,000 (1) D \$ 38.8847                                                                      | 3,960,000                                                | D                                                                |
| Common Stock                    | 09/21/2007                           |                                                    | M                              |                                                                   | 200,000 A \$ 14.5125                                                                          | 4,160,000                                                | D                                                                |

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|              |            |   |                       |   |            |            |   |                           |
|--------------|------------|---|-----------------------|---|------------|------------|---|---------------------------|
| Common Stock | 09/21/2007 | S | 200,000<br><u>(1)</u> | D | \$ 38.8847 | 3,960,000  | D |                           |
| Common Stock | 09/20/2007 | G | 300,000               | D | \$ 0       | 21,705,934 | I | by Trust <u>(2)</u>       |
| Common Stock |            |   |                       |   |            | 9,584      | I | by Partnership <u>(3)</u> |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |              |                  |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|--------------|------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                             | Title        | Am<br>Num<br>Sha |
| Non-Qualified Stock Option (right to buy)  | \$ 10.0157                                             | 09/20/2007                           |                                                    | M                              | 320,000                                                                                 | <u>(4)</u>                                               | 01/12/2011                                                  | Common Stock | 3                |
| Non-Qualified Stock Option (right to buy)  | \$ 10.0157                                             | 09/21/2007                           |                                                    | M                              | 120,000                                                                                 | <u>(4)</u>                                               | 01/12/2011                                                  | Common Stock | 1                |
| Non-Qualified Stock Option (right to buy)  | \$ 14.5125                                             | 09/21/2007                           |                                                    | M                              | 200,000                                                                                 | <u>(5)</u>                                               | 02/12/2012                                                  | Common Stock | 2                |
| Non-Qualified Stock Option (right to buy)  | \$ 22.02                                               |                                      |                                                    |                                |                                                                                         | <u>(6)</u>                                               | 03/18/2013                                                  | Common Stock | 2,2              |
| Non-Qualified Stock Option (right to buy)  | \$ 31.93                                               |                                      |                                                    |                                |                                                                                         | <u>(7)</u>                                               | 03/01/2014                                                  | Common Stock | 5                |
| Non-Qualified Stock Option (right to buy)  | \$ 34.615                                              |                                      |                                                    |                                |                                                                                         | <u>(8)</u>                                               | 03/01/2014                                                  | Common Stock | 1,2              |
| Non-Qualified Stock Option                 | \$ 39.9                                                |                                      |                                                    |                                |                                                                                         | <u>(9)</u>                                               | 03/01/2013                                                  | Common Stock | 5                |

(right to buy)

Non-Qualified

Stock Option \$ 42.58

(right to buy)

(10)

03/01/2015

Common  
Stock

5

## Reporting Owners

| Reporting Owner Name / Address                                                 | Relationships |           |                           |       |
|--------------------------------------------------------------------------------|---------------|-----------|---------------------------|-------|
|                                                                                | Director      | 10% Owner | Officer                   | Other |
| WHITMAN MARGARET C<br>C/O EBAY INC.<br>2145 HAMILTON AVE<br>SAN JOSE, CA 95125 | X             |           | President, CEO & Director |       |

## Signatures

By: Brian Levey For: Margaret C.  
Whitman

09/24/2007

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.

(2) The amount set forth represents 11,520,070 shares of common stock held by Griffith R. Harsh, IV & Margaret C. Whitman TTEES of Sweetwater Trust U/A/D 10/15/99, 866,615 shares of common stock held by each of the Griffith R. Harsh IV, TTEE, GRH 2006 Two Year GRAT and the Margaret C. Whitman, TTEE, MCW 2006 Two Year GRAT, 1,226,317 shares held by each of the Griffith R. Harsh, IV, TTEE, GRH March 2006 Two Year GRAT and the Margaret C. Whitman, TTEE, MCW March 2006 Two Year GRAT, and 3,000,000 shares held by each of the Griffith R. Harsh, IV, TTEE, GRH March 2007 Two Year GRAT and the Margaret C. Whitman, TTEE, MCW March 2007 Two Year GRAT.

(3) The Managing General Partner for Whitford Limited Partnership is Griffith R. Harsh IV, not individually but as trustee of Sweetwater Trust U/A/D 10/15/99.

(4) The options become exercisable beginning on 03/14/02 and 1/48th per month thereafter over 4 years.

(5) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 8/12/02 and 1/48th per month thereafter.

(6) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/01/03 and 1/48th per month thereafter.

(7) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 09/1/07 and 1/48th per month thereafter.

(8) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/04 and 1/48th per month thereafter.

(9) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/06 and 1/48th per month thereafter.

(10) The option grant is subject to a four-year vesting schedule, vesting 12.5% on 9/1/05 and 1/48th per month thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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